

# **HOSPITALITY MANAGEMENT OPERATIONS 2 ACTIVITIES**

**Course Code: 5477**

## **A. Career Exploration**

- 1. Model professional and ethical behavior on the job.**
  - Invite individuals from Dept of Corrections-sponsored programs.
  - Invite past offenders (SLED, Internet fraud, AA, NA, etc.).
  - Collect newspaper articles related to ethical and unethical workplace behaviors.
  - Role play various professional and ethical as well as unprofessional and unethical behaviors.
- 2. Research postsecondary and scholarship options.**
  - Research options on the Internet.
  - Invite postsecondary guest speakers.
  - Visit technical colleges, and/or four-year colleges/universities.
  - Use career development systems and assessments.
  - Visit the Guidance Department to get scholarship information.
- 3. Present individual career portfolio.**
  - Role play interview.
  - Create a checklist to score various interviews.
  - Invite administrator, human resources personnel from local businesses to visit the class to demonstrate interviewing techniques.
  - Use evaluation instrument to score the career portfolio.
  - Complete scholarship and college applications.
  - Use scenarios to discuss appropriate and inappropriate responses in an interview.

# **HOSPITALITY MANAGEMENT OPERATIONS 2 ACTIVITIES**

**Course Code: 5477**

## **B. Safety**

### **1. Explain emergency procedures for internal and external disasters.**

- Invite a guest speaker from industry to speak and bring samples of guidebook.
- Design a guidebook for a hotel you create.
- Invite a FEMA Federal Emergency Management Agency guest speaker. Set up mock training opportunities.

### **2. Critique consumer protection laws.**

- Discuss various personal situations and find the consumer protections laws that address the situation.
- List consumer protection laws for the hospitality industry and the purpose of the law.
- Apply consumer protection laws to various scenarios.

# HOSPITALITY MANAGEMENT OPERATIONS 2

## ACTIVITIES

Course Code: 5477

### C. Management

1. **Identify effective leadership styles.**
  - Role play leadership styles.
  - Critique the effectiveness of hypothetical leadership situations.
2. **Describe the organizational structure and functions of management.**
  - Create organization charts for your hotel, write job descriptions for your hotel, use samples available on websites, write a mission statement for your hotel
3. **Demonstrate conflict management and resolution skills.**
  - Role-play various situations.
  - Write letters in response to guest complaints.
  - Demonstrate techniques that empower employees.
4. **Devign teambuilding activities.**
  - Research Internet for activities.
  - Design some teambuilding activities.
  - Discuss the advantages and disadvantages of working as a team vs. working independently.
5. **Explain the importance of diversity in the workforce and in management.**
  - Invite speakers from industry and speakers from different cultures.
  - Discuss the importance of diversity in the workforce.
  - Perform a market study of local businesses to determine the type of business and the diversity that exists within that business.

# **HOSPITALITY MANAGEMENT OPERATIONS 2 ACTIVITIES**

**Course Code: 5477**

## **D. Marketing and Sales**

- 1. Describe the relationship between marketing and sales.**
  - Draw a diagram to show the relationship between marketing and sales.
  - Create an advertisement and discuss how it affects sales.
- 2. Classify the marketing segments.**
  - Define market.
  - Define marketing segment.
  - Describe the bases or variables used to segment consumer markets.
- 3. Describe the basic marketing concepts.**
  - Explain the basic marketing concepts.
  - Describe marketing management philosophies.
  - Research examples of marketing management philosophies.
  - Develop a technology-based presentation and explain the basic marketing concepts.
- 4. Develop a marketing plan.**
  - Develop a business mission statement.
  - Find examples of business mission statements and determine whether the statements are good or bad.
  - Using criteria for objectives, evaluate marketing objectives.
  - Devise a rubric to evaluate a marketing plan.
  - Create a marketing plan to increase participation in the hospitality class.
  - Determine a marketing strategy for a new business.

## **HOSPITALITY MANAGEMENT OPERATIONS 2 ACTIVITIES**

**Course Code: 5477**

- 5. Explain the seven steps in the sales process.**
  - List the steps in the sales process.
  - Analyze commercials and ads and identify the steps in the sales process.
  - Use the seven steps in the sales process to develop questions and interview a sales representative for a small business.
  - Develop scenarios to model the seven steps in the sales process.
  - Work as a team and play a game of charades to demonstrate the seven steps in the sales process.
  - Work as a team of 2-3 and create a simulated situation where you are selling a product.
- 6. Identify the benefits of a computerized database in the sales office.**
  - Research sales offices and the evolution of computerized databases.
  - List the advantages and disadvantages of having

# **HOSPITALITY MANAGEMENT OPERATIONS 2 ACTIVITIES**

**Course Code: 5477**

## **E. Food and Beverage**

- 1. Classify the food service industry by its markets.**
  - Develop a game that identifies and classifies the food service industry by markets, i. e. food service jeopardy.
  - Develop brochures or charts showing the food service industries by markets.
- 2. Identify front of the house and back of the house functions.**
  - Define front of the house and back of the house.
  - Identify all front and back of the house food and beverage jobs.
  - Outline the duties of each food and beverage back of the house jobs.
  - Visit a hotel and observe the front of the house and back of the house workers.
- 3. Evaluate food service safety and sanitation industry standards.**
  - Attain ServSafe employee certification. (Can be obtained through Clemson University, SDE Food Services, or SC Hospitality Association).
  - Shadow or interview a food service safety and sanitation inspector.
  - Read various food service safety and sanitation scenarios and discuss whether various situations meet federal/state standards.
  - Research fire codes.
  - Compare fire codes in different states.
- 4. Demonstrate proficiency in mathematics essential in the food and beverage industry.**
  - Apply gratuity to pseudo guest checks (apply standards between 15-20 percent).
  - Develop food cost for sample menus.
  - "Cost out" institutional-size products compared to grocery store-size products by visiting Sam's Club or CosCo.
  - Participate in a math quiz bowl using industry examples.
- 5. Design a restaurant menu.**
  - Research menus by obtaining 5-10 menus from restaurants.
  - Enhance special dietary needs on menu (low carb, sodium-restricted, allergies, etc.).
  - Develop menu for special events (prom, board meetings, distinguished visitors, etc.).
  - Use pictures/graphics to enhance menu presentation.

## **HOSPITALITY MANAGEMENT OPERATIONS 2 ACTIVITIES**

**Course Code: 5477**

**6. Outline the process of catering and event planning.**

- Create an event:  
develop a budget, locate a facility, develop an invitation, create a guest list, design a menu, create a banquet event order, draw a layout, create a floor plan, locate entertainment, secure accommodations for out-of-town guests, identify special needs, hire security, order flowers/decorations, etc.